

## National Tracking Poll

**Project: 181129**  
**N Size: 2200 Adults**  
**Margin of Error: ± 2%**  
**November 15-18, 2018**

### Topline Report

Question	Response	Frequency	Percentage
HR11_1 <i>How likely are you to do the following this holiday season? Watch a holiday special on live television</i>	Very likely	943	43%
	Somewhat likely	636	29%
	Not too likely	280	13%
	Not likely at all	246	11%
	Don't know / No opinion	96	4%
	HR11_4 <i>How likely are you to do the following this holiday season? See a holiday movie in theaters</i>	Very likely	467
	Somewhat likely	552	25%
	Not too likely	514	23%
	Not likely at all	561	25%
	Don't know / No opinion	106	5%
HR11_5 <i>How likely are you to do the following this holiday season? Watch a holiday movie on streaming services</i>	Very likely	877	40%
	Somewhat likely	542	25%
	Not too likely	289	13%
	Not likely at all	376	17%
	Don't know / No opinion	116	5%
	HR12_1 <i>Would the following make you more or less likely to watch a holiday special or movie, or make no difference either way? I think it is a classic</i>	Much more likely	790
Somewhat more likely		637	29%
No difference either way		494	22%
Somewhat less likely		44	2%
Much less likely		72	3%
Don't know / No opinion		163	7%

Question	Response	Frequency	Percentage
HR12_4	<i>Would the following make you more or less likely to watch a holiday special or movie, or make no difference either way? I like the cast</i>		
	Much more likely	782	36%
	Somewhat more likely	730	33%
	No difference either way	431	20%
	Somewhat less likely	40	2%
	Much less likely	51	2%
HR12_5	<i>Would the following make you more or less likely to watch a holiday special or movie, or make no difference either way? It is new this holiday season</i>		
	Much more likely	594	27%
	Somewhat more likely	608	28%
	No difference either way	688	31%
	Somewhat less likely	66	3%
	Much less likely	69	3%
HR12_6	<i>Would the following make you more or less likely to watch a holiday special or movie, or make no difference either way? It makes me feel nostalgic</i>		
	Much more likely	668	30%
	Somewhat more likely	662	30%
	No difference either way	540	25%
	Somewhat less likely	51	2%
	Much less likely	76	3%
HR12_7	<i>Would the following make you more or less likely to watch a holiday special or movie, or make no difference either way? It has a modern setting</i>		
	Much more likely	321	15%
	Somewhat more likely	426	19%
	No difference either way	1073	49%
	Somewhat less likely	91	4%
	Much less likely	81	4%
HR12_8	<i>Would the following make you more or less likely to watch a holiday special or movie, or make no difference either way? I have heard family or friends talk about it</i>		
	Much more likely	558	25%
	Somewhat more likely	815	37%
	No difference either way	557	25%
	Somewhat less likely	34	2%
	Much less likely	62	3%
Don't know / No opinion		174	8%

Question	Response	Frequency	Percentage
HR13_1 <i>Do you have a favorable or unfavorable impression of the following movies? Frosty the Snowman (N=1,160)</i>	Very favorable	584	50%
	Somewhat favorable	352	30%
	Somewhat unfavorable	62	5%
	Very unfavorable	20	2%
	Heard of, No opinion	103	9%
	Never heard of	38	3%
	HR13_4 <i>Do you have a favorable or unfavorable impression of the following movies? The Snowman (N=1,204)</i>	Very favorable	216
Somewhat favorable		218	18%
Somewhat unfavorable		80	7%
Very unfavorable		34	3%
Heard of, No opinion		245	20%
Never heard of		410	34%
HR13_5 <i>Do you have a favorable or unfavorable impression of the following movies? Mickeys Christmas Carol (N=1,160)</i>		Very favorable	318
	Somewhat favorable	333	29%
	Somewhat unfavorable	84	7%
	Very unfavorable	57	5%
	Heard of, No opinion	211	18%
	Never heard of	157	14%
	HR13_6 <i>Do you have a favorable or unfavorable impression of the following movies? The Preachers Wife (N=1,170)</i>	Very favorable	153
Somewhat favorable		221	19%
Somewhat unfavorable		98	8%
Very unfavorable		72	6%
Heard of, No opinion		306	26%
Never heard of		322	27%
HR13_7 <i>Do you have a favorable or unfavorable impression of the following movies? Home Alone (N=1,180)</i>		Very favorable	529
	Somewhat favorable	390	33%
	Somewhat unfavorable	85	7%
	Very unfavorable	57	5%
	Heard of, No opinion	92	8%
	Never heard of	28	2%

Question	Response	Frequency	Percentage
HR13_8	<i>Do you have a favorable or unfavorable impression of the following movies? National Lampoons Christmas Vacation (N=1,199)</i>		
	Very favorable	431	36%
	Somewhat favorable	299	25%
	Somewhat unfavorable	127	11%
	Very unfavorable	70	6%
	Heard of, No opinion	155	13%
	Never heard of	116	10%
HR13_9	<i>Do you have a favorable or unfavorable impression of the following movies? Love Actually (N=1,182)</i>		
	Very favorable	166	14%
	Somewhat favorable	206	17%
	Somewhat unfavorable	101	9%
	Very unfavorable	46	4%
	Heard of, No opinion	302	26%
	Never heard of	362	31%
HR13_10	<i>Do you have a favorable or unfavorable impression of the following movies? Scrooge (N=1,209)</i>		
	Very favorable	452	37%
	Somewhat favorable	364	30%
	Somewhat unfavorable	104	9%
	Very unfavorable	33	3%
	Heard of, No opinion	187	15%
	Never heard of	69	6%
HR13_11	<i>Do you have a favorable or unfavorable impression of the following movies? Scrooged (N=1,221)</i>		
	Very favorable	373	31%
	Somewhat favorable	333	27%
	Somewhat unfavorable	115	9%
	Very unfavorable	34	3%
	Heard of, No opinion	227	19%
	Never heard of	140	11%
HR13_12	<i>Do you have a favorable or unfavorable impression of the following movies? The Muppet Christmas Carol (N=1,192)</i>		
	Very favorable	308	26%
	Somewhat favorable	376	32%
	Somewhat unfavorable	108	9%
	Very unfavorable	74	6%
	Heard of, No opinion	230	19%
	Never heard of	96	8%

Question	Response	Frequency	Percentage
HR13_13	<i>Do you have a favorable or unfavorable impression of the following movies? The Santa Clause (N=1,173)</i>		
	Very favorable	439	37%
	Somewhat favorable	330	28%
	Somewhat unfavorable	76	7%
	Very unfavorable	28	2%
	Heard of, No opinion	189	16%
	Never heard of	110	9%
HR13_14	<i>Do you have a favorable or unfavorable impression of the following movies? White Christmas (N=1,171)</i>		
	Very favorable	402	34%
	Somewhat favorable	317	27%
	Somewhat unfavorable	60	5%
	Very unfavorable	32	3%
	Heard of, No opinion	204	17%
	Never heard of	157	13%
HR13_15	<i>Do you have a favorable or unfavorable impression of the following movies? Elf (N=1,172)</i>		
	Very favorable	472	40%
	Somewhat favorable	305	26%
	Somewhat unfavorable	131	11%
	Very unfavorable	69	6%
	Heard of, No opinion	142	12%
	Never heard of	54	5%
HR13_16	<i>Do you have a favorable or unfavorable impression of the following movies? A Christmas Carol (N=1,188)</i>		
	Very favorable	502	42%
	Somewhat favorable	356	30%
	Somewhat unfavorable	72	6%
	Very unfavorable	40	3%
	Heard of, No opinion	166	14%
	Never heard of	53	4%
HR13_17	<i>Do you have a favorable or unfavorable impression of the following movies? Rudolph the Red-Nosed Reindeer (N=1,140)</i>		
	Very favorable	613	54%
	Somewhat favorable	326	29%
	Somewhat unfavorable	49	4%
	Very unfavorable	24	2%
	Heard of, No opinion	97	8%
	Never heard of	31	3%

Question	Response	Frequency	Percentage
HR13_18	<i>Do you have a favorable or unfavorable impression of the following movies? A Charlie Brown Christmas (N=1,142)</i>		
	Very favorable	588	52%
	Somewhat favorable	331	29%
	Somewhat unfavorable	54	5%
	Very unfavorable	25	2%
	Heard of, No opinion	106	9%
	Never heard of	39	3%
HR13_19	<i>Do you have a favorable or unfavorable impression of the following movies? A Christmas Story (N=1,238)</i>		
	Very favorable	584	47%
	Somewhat favorable	320	26%
	Somewhat unfavorable	69	6%
	Very unfavorable	43	3%
	Heard of, No opinion	163	13%
	Never heard of	59	5%
HR13_20	<i>Do you have a favorable or unfavorable impression of the following movies? How The Grinch Stole Christmas (Animated) (N=1,197)</i>		
	Very favorable	628	52%
	Somewhat favorable	336	28%
	Somewhat unfavorable	69	6%
	Very unfavorable	27	2%
	Heard of, No opinion	101	8%
	Never heard of	35	3%
HR13_21	<i>Do you have a favorable or unfavorable impression of the following movies? How The Grinch Stole Christmas (Live-Action) (N=1,185)</i>		
	Very favorable	410	35%
	Somewhat favorable	339	29%
	Somewhat unfavorable	115	10%
	Very unfavorable	61	5%
	Heard of, No opinion	183	15%
	Never heard of	78	7%
HR13_22	<i>Do you have a favorable or unfavorable impression of the following movies? The Nightmare Before Christmas (N=1,189)</i>		
	Very favorable	418	35%
	Somewhat favorable	292	25%
	Somewhat unfavorable	131	11%
	Very unfavorable	85	7%
	Heard of, No opinion	183	15%
	Never heard of	80	7%

Question	Response	Frequency	Percentage
HR13_23	<i>Do you have a favorable or unfavorable impression of the following movies? Miracle on 34th Street (N=1,161)</i>		
	Very favorable	465	40%
	Somewhat favorable	330	28%
	Somewhat unfavorable	74	6%
	Very unfavorable	29	3%
	Heard of, No opinion	175	15%
	Never heard of	89	8%
HR13_24	<i>Do you have a favorable or unfavorable impression of the following movies? Its A Wonderful Life (N=1,226)</i>		
	Very favorable	510	42%
	Somewhat favorable	328	27%
	Somewhat unfavorable	90	7%
	Very unfavorable	33	3%
	Heard of, No opinion	164	13%
	Never heard of	101	8%
HR13_25	<i>Do you have a favorable or unfavorable impression of the following movies? Gremlins (N=1,213)</i>		
	Very favorable	342	28%
	Somewhat favorable	337	28%
	Somewhat unfavorable	111	9%
	Very unfavorable	116	10%
	Heard of, No opinion	214	18%
	Never heard of	93	8%
HR13_26	<i>Do you have a favorable or unfavorable impression of the following movies? Die Hard (N=1,210)</i>		
	Very favorable	392	32%
	Somewhat favorable	335	28%
	Somewhat unfavorable	116	10%
	Very unfavorable	81	7%
	Heard of, No opinion	214	18%
	Never heard of	72	6%
HR13_27	<i>Do you have a favorable or unfavorable impression of the following movies? The Holiday (N=1,184)</i>		
	Very favorable	209	18%
	Somewhat favorable	211	18%
	Somewhat unfavorable	68	6%
	Very unfavorable	26	2%
	Heard of, No opinion	238	20%
	Never heard of	432	36%

Question	Response	Frequency	Percentage
HR13_28	<i>Do you have a favorable or unfavorable impression of the following movies? The Polar Express (N=1,199)</i>		
	Very favorable	469	39%
	Somewhat favorable	370	31%
	Somewhat unfavorable	85	7%
	Very unfavorable	36	3%
	Heard of, No opinion	166	14%
	Never heard of	71	6%
HR13_29	<i>Do you have a favorable or unfavorable impression of the following movies? The Year Without a Santa Claus (N=1,194)</i>		
	Very favorable	236	20%
	Somewhat favorable	224	19%
	Somewhat unfavorable	85	7%
	Very unfavorable	45	4%
	Heard of, No opinion	242	20%
	Never heard of	363	30%
HR13_30	<i>Do you have a favorable or unfavorable impression of the following movies? Planes, Trains, and Automobiles (N=1,236)</i>		
	Very favorable	238	19%
	Somewhat favorable	300	24%
	Somewhat unfavorable	133	11%
	Very unfavorable	49	4%
	Heard of, No opinion	293	24%
	Never heard of	223	18%
HR13_31	<i>Do you have a favorable or unfavorable impression of the following movies? Holiday Affair (N=1,164)</i>		
	Very favorable	135	12%
	Somewhat favorable	168	14%
	Somewhat unfavorable	82	7%
	Very unfavorable	37	3%
	Heard of, No opinion	222	19%
	Never heard of	520	45%
HR13_32	<i>Do you have a favorable or unfavorable impression of the following movies? Four Christmases (N=1,216)</i>		
	Very favorable	158	13%
	Somewhat favorable	207	17%
	Somewhat unfavorable	75	6%
	Very unfavorable	50	4%
	Heard of, No opinion	240	20%
	Never heard of	486	40%



Question	Response	Frequency	Percentage
HR13_33 <i>Do you have a favorable or unfavorable impression of the following movies? Babes in Toyland (N=1,224)</i>	Very favorable	182	15%
	Somewhat favorable	272	22%
	Somewhat unfavorable	102	8%
	Very unfavorable	54	4%
	Heard of, No opinion	291	24%
	Never heard of	323	26%
	HR13_34 <i>Do you have a favorable or unfavorable impression of the following movies? Holiday Inn (N=1,194)</i>	Very favorable	217
Somewhat favorable		182	15%
Somewhat unfavorable		84	7%
Very unfavorable		42	4%
Heard of, No opinion		237	20%
Never heard of		433	36%
HR13_35 <i>Do you have a favorable or unfavorable impression of the following movies? Bad Santa (N=1,205)</i>		Very favorable	293
	Somewhat favorable	260	22%
	Somewhat unfavorable	171	14%
	Very unfavorable	147	12%
	Heard of, No opinion	203	17%
	Never heard of	130	11%
	HR13_36 <i>Do you have a favorable or unfavorable impression of the following movies? Christmas in Connecticut (N=1,157)</i>	Very favorable	141
Somewhat favorable		162	14%
Somewhat unfavorable		74	6%
Very unfavorable		41	4%
Heard of, No opinion		242	21%
Never heard of		497	43%
HR13_37 <i>Do you have a favorable or unfavorable impression of the following movies? Meet Me in St. Louis (N=1,179)</i>		Very favorable	151
	Somewhat favorable	190	16%
	Somewhat unfavorable	92	8%
	Very unfavorable	44	4%
	Heard of, No opinion	269	23%
	Never heard of	434	37%

Question	Response	Frequency	Percentage
HR13_38	<i>Do you have a favorable or unfavorable impression of the following movies? Frozen (N=1,178)</i>		
	Very favorable	382	32%
	Somewhat favorable	354	30%
	Somewhat unfavorable	103	9%
	Very unfavorable	63	5%
	Heard of, No opinion	217	18%
	Never heard of	59	5%
HR13_39	<i>Do you have a favorable or unfavorable impression of the following movies? This Christmas (N=1,185)</i>		
	Very favorable	200	17%
	Somewhat favorable	189	16%
	Somewhat unfavorable	61	5%
	Very unfavorable	14	1%
	Heard of, No opinion	207	17%
	Never heard of	514	43%
HR14_1	<i>And, do you associate any of the following movies with your holiday traditions, or not? Frosty the Snowman (N=1,122)</i>		
	Strongly associate	468	42%
	Somewhat associate	272	24%
	Do not associate too much	111	10%
	Do not associate at all	196	17%
	Don't know / No opinion	75	7%
HR14_4	<i>And, do you associate any of the following movies with your holiday traditions, or not? The Snowman (N=794)</i>		
	Strongly associate	144	18%
	Somewhat associate	125	16%
	Do not associate too much	165	21%
	Do not associate at all	212	27%
	Don't know / No opinion	147	19%
HR14_5	<i>And, do you associate any of the following movies with your holiday traditions, or not? Mickey's Christmas Carol (N=1,003)</i>		
	Strongly associate	243	24%
	Somewhat associate	209	21%
	Do not associate too much	176	18%
	Do not associate at all	259	26%
	Don't know / No opinion	118	12%

Question	Response	Frequency	Percentage
HR14_6 <i>And, do you associate any of the following movies with your holiday traditions, or not? The Preacher's Wife (N=849)</i>	Strongly associate	102	12%
	Somewhat associate	113	13%
	Do not associate too much	169	20%
	Do not associate at all	309	36%
	Don't know / No opinion	156	18%
HR14_7 <i>And, do you associate any of the following movies with your holiday traditions, or not? Home Alone (N=1,152)</i>	Strongly associate	332	29%
	Somewhat associate	253	22%
	Do not associate too much	170	15%
	Do not associate at all	315	27%
	Don't know / No opinion	82	7%
HR14_8 <i>And, do you associate any of the following movies with your holiday traditions, or not? National Lampoon's Christmas Vacation (N=1,083)</i>	Strongly associate	298	28%
	Somewhat associate	222	20%
	Do not associate too much	176	16%
	Do not associate at all	290	27%
	Don't know / No opinion	97	9%
HR14_9 <i>And, do you associate any of the following movies with your holiday traditions, or not? Love Actually (N=820)</i>	Strongly associate	108	13%
	Somewhat associate	122	15%
	Do not associate too much	148	18%
	Do not associate at all	318	39%
	Don't know / No opinion	124	15%
HR14_10 <i>And, do you associate any of the following movies with your holiday traditions, or not? Scrooge (N=1,140)</i>	Strongly associate	317	28%
	Somewhat associate	235	21%
	Do not associate too much	187	16%
	Do not associate at all	293	26%
	Don't know / No opinion	109	10%

Question	Response	Frequency	Percentage
HR14_11 <i>And, do you associate any of the following movies with your holiday traditions, or not? Scrooged (N=1,081)</i>	Strongly associate	231	21%
	Somewhat associate	229	21%
	Do not associate too much	186	17%
	Do not associate at all	325	30%
	Don't know / No opinion	110	10%
	HR14_12 <i>And, do you associate any of the following movies with your holiday traditions, or not? The Muppet Christmas Carol (N=1,095)</i>	Strongly associate	212
Somewhat associate		237	22%
Do not associate too much		196	18%
Do not associate at all		320	29%
Don't know / No opinion		130	12%
HR14_13 <i>And, do you associate any of the following movies with your holiday traditions, or not? The Santa Clause (N=1,063)</i>		Strongly associate	332
	Somewhat associate	209	20%
	Do not associate too much	161	15%
	Do not associate at all	242	23%
	Don't know / No opinion	119	11%
	HR14_14 <i>And, do you associate any of the following movies with your holiday traditions, or not? White Christmas (N=1,015)</i>	Strongly associate	299
Somewhat associate		229	23%
Do not associate too much		131	13%
Do not associate at all		238	23%
Don't know / No opinion		118	12%
HR14_15 <i>And, do you associate any of the following movies with your holiday traditions, or not? Elf (N=1,118)</i>		Strongly associate	367
	Somewhat associate	222	20%
	Do not associate too much	148	13%
	Do not associate at all	288	26%
	Don't know / No opinion	93	8%

Question	Response	Frequency	Percentage
HR14_16	<i>And, do you associate any of the following movies with your holiday traditions, or not? A Christmas Carol (N=1,135)</i>		
	Strongly associate	418	37%
	Somewhat associate	253	22%
	Do not associate too much	151	13%
	Do not associate at all	191	17%
	Don't know / No opinion	122	11%
HR14_17	<i>And, do you associate any of the following movies with your holiday traditions, or not? Rudolph the Red-Nosed Reindeer (N=1,109)</i>		
	Strongly associate	495	45%
	Somewhat associate	252	23%
	Do not associate too much	105	9%
	Do not associate at all	191	17%
	Don't know / No opinion	66	6%
HR14_18	<i>And, do you associate any of the following movies with your holiday traditions, or not? A Charlie Brown Christmas (N=1,103)</i>		
	Strongly associate	444	40%
	Somewhat associate	276	25%
	Do not associate too much	126	11%
	Do not associate at all	197	18%
	Don't know / No opinion	61	5%
HR14_19	<i>And, do you associate any of the following movies with your holiday traditions, or not? A Christmas Story (N=1,179)</i>		
	Strongly associate	466	40%
	Somewhat associate	268	23%
	Do not associate too much	124	11%
	Do not associate at all	218	18%
	Don't know / No opinion	103	9%
HR14_20	<i>And, do you associate any of the following movies with your holiday traditions, or not? How The Grinch Stole Christmas (Animated) (N=1,162)</i>		
	Strongly associate	427	37%
	Somewhat associate	265	23%
	Do not associate too much	160	14%
	Do not associate at all	218	19%
	Don't know / No opinion	93	8%

Question	Response	Frequency	Percentage
HR14_21 <i>And, do you associate any of the following movies with your holiday traditions, or not? How The Grinch Stole Christmas (Live-Action) (N=1,108)</i>	Strongly associate	328	30%
	Somewhat associate	210	19%
	Do not associate too much	176	16%
	Do not associate at all	273	25%
	Don't know / No opinion	121	11%
	HR14_22 <i>And, do you associate any of the following movies with your holiday traditions, or not? The Nightmare Before Christmas (N=1,109)</i>	Strongly associate	255
Somewhat associate		190	17%
Do not associate too much		195	18%
Do not associate at all		357	32%
Don't know / No opinion		112	10%
HR14_23 <i>And, do you associate any of the following movies with your holiday traditions, or not? Miracle on 34th Street (N=1,072)</i>		Strongly associate	358
	Somewhat associate	253	24%
	Do not associate too much	138	13%
	Do not associate at all	219	20%
	Don't know / No opinion	103	10%
	HR14_24 <i>And, do you associate any of the following movies with your holiday traditions, or not? It's A Wonderful Life (N=1,125)</i>	Strongly associate	361
Somewhat associate		234	21%
Do not associate too much		168	15%
Do not associate at all		253	22%
Don't know / No opinion		109	10%
HR14_25 <i>And, do you associate any of the following movies with your holiday traditions, or not? Gremlins (N=1,120)</i>		Strongly associate	149
	Somewhat associate	165	15%
	Do not associate too much	202	18%
	Do not associate at all	492	44%
	Don't know / No opinion	112	10%

Question	Response	Frequency	Percentage
HR14_26	<i>And, do you associate any of the following movies with your holiday traditions, or not? Die Hard (N=1,138)</i>		
	Strongly associate	149	13%
	Somewhat associate	176	15%
	Do not associate too much	221	19%
	Do not associate at all	483	42%
	Don't know / No opinion	110	10%
HR14_27	<i>And, do you associate any of the following movies with your holiday traditions, or not? The Holiday (N=752)</i>		
	Strongly associate	129	17%
	Somewhat associate	129	17%
	Do not associate too much	126	17%
	Do not associate at all	226	30%
	Don't know / No opinion	142	19%
HR14_28	<i>And, do you associate any of the following movies with your holiday traditions, or not? The Polar Express (N=1,127)</i>		
	Strongly associate	323	29%
	Somewhat associate	233	21%
	Do not associate too much	164	15%
	Do not associate at all	312	28%
	Don't know / No opinion	96	9%
HR14_29	<i>And, do you associate any of the following movies with your holiday traditions, or not? The Year Without a Santa Claus (N=832)</i>		
	Strongly associate	170	20%
	Somewhat associate	144	17%
	Do not associate too much	134	16%
	Do not associate at all	234	28%
	Don't know / No opinion	149	18%
HR14_30	<i>And, do you associate any of the following movies with your holiday traditions, or not? Planes, Trains, and Automobiles (N=1,013)</i>		
	Strongly associate	115	11%
	Somewhat associate	153	15%
	Do not associate too much	230	23%
	Do not associate at all	385	38%
	Don't know / No opinion	130	13%

Question	Response	Frequency	Percentage
HR14_31 <i>And, do you associate any of the following movies with your holiday traditions, or not? Holiday Affair (N=644)</i>	Strongly associate	96	15%
	Somewhat associate	95	15%
	Do not associate too much	128	20%
	Do not associate at all	189	29%
	Don't know / No opinion	136	21%
	HR14_32 <i>And, do you associate any of the following movies with your holiday traditions, or not? Four Christmases (N=730)</i>	Strongly associate	111
Somewhat associate	125	17%	
Do not associate too much	144	20%	
Do not associate at all	224	31%	
Don't know / No opinion	125	17%	
HR14_33 <i>And, do you associate any of the following movies with your holiday traditions, or not? Babes in Toyland (N=901)</i>	Strongly associate	125	14%
	Somewhat associate	154	17%
	Do not associate too much	194	22%
	Do not associate at all	287	32%
	Don't know / No opinion	141	16%
	HR14_34 <i>And, do you associate any of the following movies with your holiday traditions, or not? Holiday Inn (N=762)</i>	Strongly associate	130
Somewhat associate		138	18%
Do not associate too much		151	20%
Do not associate at all		215	28%
Don't know / No opinion		127	17%
HR14_35 <i>And, do you associate any of the following movies with your holiday traditions, or not? Bad Santa (N=1,075)</i>		Strongly associate	154
	Somewhat associate	155	14%
	Do not associate too much	207	19%
	Do not associate at all	429	40%
	Don't know / No opinion	129	12%



Question	Response	Frequency	Percentage
HR14_36	<i>And, do you associate any of the following movies with your holiday traditions, or not? Christmas in Connecticut (N=661)</i>		
	Strongly associate	104	16%
	Somewhat associate	107	16%
	Do not associate too much	126	19%
	Do not associate at all	199	30%
	Don't know / No opinion	124	19%
HR14_37	<i>And, do you associate any of the following movies with your holiday traditions, or not? Meet Me in St. Louis (N=745)</i>		
	Strongly associate	80	11%
	Somewhat associate	106	14%
	Do not associate too much	160	21%
	Do not associate at all	270	36%
	Don't know / No opinion	130	17%
HR14_38	<i>And, do you associate any of the following movies with your holiday traditions, or not? Frozen (N=1,119)</i>		
	Strongly associate	153	14%
	Somewhat associate	188	17%
	Do not associate too much	244	22%
	Do not associate at all	387	35%
	Don't know / No opinion	149	13%
HR14_39	<i>And, do you associate any of the following movies with your holiday traditions, or not? This Christmas (N=671)</i>		
	Strongly associate	159	24%
	Somewhat associate	111	16%
	Do not associate too much	106	16%
	Do not associate at all	176	26%
	Don't know / No opinion	119	18%
HR15_1	<i>How much have you seen, read or heard about the following movies coming out this holiday season? Bumblebee (N=1,114)</i>		
	A lot	87	8%
	Some	145	13%
	Not much	126	11%
	Nothing at all	599	54%
	Don't know / No opinion	156	14%

Question	Response	Frequency	Percentage
HR15_4	<i>How much have you seen, read or heard about the following movies coming out this holiday season? Ben is Back (N=1,078)</i>		
	A lot	32	3%
	Some	61	6%
	Not much	107	10%
	Nothing at all	708	66%
	Don't know / No opinion	170	16%
HR15_5	<i>How much have you seen, read or heard about the following movies coming out this holiday season? Great Great Great (N=1,081)</i>		
	A lot	24	2%
	Some	49	5%
	Not much	75	7%
	Nothing at all	738	68%
	Don't know / No opinion	195	18%
HR15_6	<i>How much have you seen, read or heard about the following movies coming out this holiday season? Tyrel (N=1,090)</i>		
	A lot	30	3%
	Some	46	4%
	Not much	92	8%
	Nothing at all	750	69%
	Don't know / No opinion	172	16%
HR15_7	<i>How much have you seen, read or heard about the following movies coming out this holiday season? Capernaum (N=1,122)</i>		
	A lot	26	2%
	Some	57	5%
	Not much	98	9%
	Nothing at all	748	67%
	Don't know / No opinion	193	17%
HR15_8	<i>How much have you seen, read or heard about the following movies coming out this holiday season? If Beale Street Could Talk (N=1,080)</i>		
	A lot	35	3%
	Some	44	4%
	Not much	95	9%
	Nothing at all	717	66%
	Don't know / No opinion	190	18%

Question	Response	Frequency	Percentage
HR15_9	<i>How much have you seen, read or heard about the following movies coming out this holiday season? Cold War (N=1,118)</i>		
	A lot	49	4%
	Some	70	6%
	Not much	136	12%
	Nothing at all	706	63%
	Don't know / No opinion	157	14%
HR15_10	<i>How much have you seen, read or heard about the following movies coming out this holiday season? Stan &amp; Ollie (N=1,089)</i>		
	A lot	53	5%
	Some	68	6%
	Not much	121	11%
	Nothing at all	661	61%
	Don't know / No opinion	185	17%
HR15_11	<i>How much have you seen, read or heard about the following movies coming out this holiday season? Destroyer (N=1,073)</i>		
	A lot	30	3%
	Some	49	5%
	Not much	98	9%
	Nothing at all	702	65%
	Don't know / No opinion	194	18%
HR15_12	<i>How much have you seen, read or heard about the following movies coming out this holiday season? Aquaman (N=1,091)</i>		
	A lot	172	16%
	Some	229	21%
	Not much	163	15%
	Nothing at all	401	37%
	Don't know / No opinion	126	12%
HR15_13	<i>How much have you seen, read or heard about the following movies coming out this holiday season? Spider-man: Into the Spider-Verse (N=1,063)</i>		
	A lot	111	10%
	Some	180	17%
	Not much	169	16%
	Nothing at all	457	43%
	Don't know / No opinion	146	14%

Question	Response	Frequency	Percentage
HR15_14	<i>How much have you seen, read or heard about the following movies coming out this holiday season? Mortal Engines (N=1,071)</i>		
	A lot	53	5%
	Some	58	5%
	Not much	81	8%
	Nothing at all	697	65%
	Don't know / No opinion	182	17%
HR15_15	<i>How much have you seen, read or heard about the following movies coming out this holiday season? Mary Poppins Returns (N=1,071)</i>		
	A lot	116	11%
	Some	268	25%
	Not much	171	16%
	Nothing at all	393	37%
	Don't know / No opinion	123	12%
HR15_16	<i>How much have you seen, read or heard about the following movies coming out this holiday season? Holmes and Watson (N=1,124)</i>		
	A lot	64	6%
	Some	102	9%
	Not much	128	11%
	Nothing at all	633	56%
	Don't know / No opinion	198	18%
HR15_17	<i>How much have you seen, read or heard about the following movies coming out this holiday season? Creed II (N=1,096)</i>		
	A lot	187	17%
	Some	251	23%
	Not much	128	12%
	Nothing at all	394	36%
	Don't know / No opinion	135	12%
HR15_18	<i>How much have you seen, read or heard about the following movies coming out this holiday season? Ralph Breaks the Internet: Wreck-It Ralph 2 (N=1,076)</i>		
	A lot	195	18%
	Some	240	22%
	Not much	131	12%
	Nothing at all	369	34%
	Don't know / No opinion	141	13%

Question	Response	Frequency	Percentage
HR15_19	<i>How much have you seen, read or heard about the following movies coming out this holiday season? The Front Runner (N=1,113)</i>		
	A lot	46	4%
	Some	77	7%
	Not much	141	13%
	Nothing at all	684	61%
	Don't know / No opinion	166	15%
HR15_20	<i>How much have you seen, read or heard about the following movies coming out this holiday season? Robin Hood (N=1,107)</i>		
	A lot	156	14%
	Some	287	26%
	Not much	166	15%
	Nothing at all	390	35%
	Don't know / No opinion	109	10%
HR15_21	<i>How much have you seen, read or heard about the following movies coming out this holiday season? Everybody Knows (N=1,133)</i>		
	A lot	32	3%
	Some	56	5%
	Not much	122	11%
	Nothing at all	738	65%
	Don't know / No opinion	185	16%
HR15_22	<i>How much have you seen, read or heard about the following movies coming out this holiday season? Green Book (N=1,151)</i>		
	A lot	64	6%
	Some	114	10%
	Not much	117	10%
	Nothing at all	692	60%
	Don't know / No opinion	164	14%
HR15_23	<i>How much have you seen, read or heard about the following movies coming out this holiday season? The Possession of Hannah Grace (N=1,147)</i>		
	A lot	59	5%
	Some	114	10%
	Not much	126	11%
	Nothing at all	667	58%
	Don't know / No opinion	182	16%

Question	Response	Frequency	Percentage
HR15_24	<i>How much have you seen, read or heard about the following movies coming out this holiday season? Schindlers List (Re-release) (N=1,134)</i>		
	A lot	65	6%
	Some	119	10%
	Not much	159	14%
	Nothing at all	639	56%
	Don't know / No opinion	153	14%
HR15_25	<i>How much have you seen, read or heard about the following movies coming out this holiday season? Once Upon a Deadpool (N=1,103)</i>		
	A lot	65	6%
	Some	120	11%
	Not much	143	13%
	Nothing at all	597	54%
	Don't know / No opinion	178	16%
HR15_26	<i>How much have you seen, read or heard about the following movies coming out this holiday season? The Mule (N=1,055)</i>		
	A lot	43	4%
	Some	78	7%
	Not much	107	10%
	Nothing at all	648	61%
	Don't know / No opinion	180	17%
HR15_27	<i>How much have you seen, read or heard about the following movies coming out this holiday season? Second Act (N=1,127)</i>		
	A lot	40	4%
	Some	52	5%
	Not much	131	12%
	Nothing at all	724	64%
	Don't know / No opinion	179	16%
HR15_28	<i>How much have you seen, read or heard about the following movies coming out this holiday season? Welcome to Marwen (N=1,060)</i>		
	A lot	26	2%
	Some	63	6%
	Not much	94	9%
	Nothing at all	695	66%
	Don't know / No opinion	183	17%

Question	Response	Frequency	Percentage
HR15_29	<i>How much have you seen, read or heard about the following movies coming out this holiday season? On the Basis of Sex (N=1,085)</i>		
	A lot	34	3%
	Some	57	5%
	Not much	93	9%
	Nothing at all	715	66%
	Don't know / No opinion	187	17%
HR15_30	<i>How much have you seen, read or heard about the following movies coming out this holiday season? Vice (N=1,119)</i>		
	A lot	45	4%
	Some	82	7%
	Not much	112	10%
	Nothing at all	697	62%
	Don't know / No opinion	184	16%
HR15_31	<i>How much have you seen, read or heard about the following movies coming out this holiday season? Mary Queen of Scots (N=1,079)</i>		
	A lot	42	4%
	Some	124	12%
	Not much	153	14%
	Nothing at all	586	54%
	Don't know / No opinion	174	16%
HR15_32	<i>How much have you seen, read or heard about the following movies coming out this holiday season? Anna and the Apocalypse (N=1,095)</i>		
	A lot	36	3%
	Some	71	6%
	Not much	107	10%
	Nothing at all	726	66%
	Don't know / No opinion	155	14%
HR15_33	<i>How much have you seen, read or heard about the following movies coming out this holiday season? Vox Lux (N=1,081)</i>		
	A lot	35	3%
	Some	61	6%
	Not much	94	9%
	Nothing at all	702	65%
	Don't know / No opinion	188	17%

Question	Response	Frequency	Percentage
HR15_34	<i>How much have you seen, read or heard about the following movies coming out this holiday season? Mowgli: Legend of the Jungle (N=1,140)</i>		
	A lot	68	6%
	Some	153	13%
	Not much	163	14%
	Nothing at all	595	52%
	Don't know / No opinion	160	14%
HR15_35	<i>How much have you seen, read or heard about the following movies coming out this holiday season? Springsteen on Broadway (N=1,133)</i>		
	A lot	39	3%
	Some	103	9%
	Not much	138	12%
	Nothing at all	672	59%
	Don't know / No opinion	182	16%
HR15_36	<i>How much have you seen, read or heard about the following movies coming out this holiday season? Bird Box (N=1,090)</i>		
	A lot	23	2%
	Some	46	4%
	Not much	93	9%
	Nothing at all	736	68%
	Don't know / No opinion	192	18%
HR15_37	<i>How much have you seen, read or heard about the following movies coming out this holiday season? The Holiday Calendar (N=1,074)</i>		
	A lot	47	4%
	Some	88	8%
	Not much	101	9%
	Nothing at all	691	64%
	Don't know / No opinion	148	14%
HR15_38	<i>How much have you seen, read or heard about the following movies coming out this holiday season? They'll Love Me When I'm Dead (N=1,127)</i>		
	A lot	35	3%
	Some	57	5%
	Not much	110	10%
	Nothing at all	746	66%
	Don't know / No opinion	180	16%



Question	Response	Frequency	Percentage
HR15_39	<i>How much have you seen, read or heard about the following movies coming out this holiday season? The Princess Switch (N=1,107)</i>		
	A lot	48	4%
	Some	73	7%
	Not much	92	8%
	Nothing at all	703	63%
	Don't know / No opinion	191	17%
HR15_40	<i>How much have you seen, read or heard about the following movies coming out this holiday season? Girl (N=1,063)</i>		
	A lot	15	1%
	Some	41	4%
	Not much	105	10%
	Nothing at all	721	68%
	Don't know / No opinion	181	17%
HR15_41	<i>How much have you seen, read or heard about the following movies coming out this holiday season? The Christmas Chronicles (N=1,085)</i>		
	A lot	42	4%
	Some	93	9%
	Not much	134	12%
	Nothing at all	656	60%
	Don't know / No opinion	160	15%
HR15_42	<i>How much have you seen, read or heard about the following movies coming out this holiday season? A Christmas Prince: The Royal Wedding (N=1,107)</i>		
	A lot	62	6%
	Some	101	9%
	Not much	123	11%
	Nothing at all	655	59%
	Don't know / No opinion	166	15%
HR15_43	<i>How much have you seen, read or heard about the following movies coming out this holiday season? Happy as Lazzaro (N=1,149)</i>		
	A lot	30	3%
	Some	56	5%
	Not much	87	8%
	Nothing at all	801	70%
	Don't know / No opinion	176	15%

Question	Response	Frequency	Percentage
HR15_44	<i>How much have you seen, read or heard about the following movies coming out this holiday season? Head Full of Honey (N=1,096)</i>		
	A lot	31	3%
	Some	47	4%
	Not much	102	9%
	Nothing at all	723	66%
	Don't know / No opinion	192	18%
HR16_1	<i>And, how likely are you to see the following movies in theaters? Bumblebee (N=515)</i>		
	Very likely	89	17%
	Somewhat likely	92	18%
	Not too likely	93	18%
	Not likely at all	144	28%
	Don't know / No opinion	95	19%
HR16_4	<i>And, how likely are you to see the following movies in theaters? Ben is Back (N=370)</i>		
	Very likely	31	8%
	Somewhat likely	46	12%
	Not too likely	74	20%
	Not likely at all	109	30%
	Don't know / No opinion	110	30%
HR16_5	<i>And, how likely are you to see the following movies in theaters? Great Great Great (N=343)</i>		
	Very likely	26	8%
	Somewhat likely	27	8%
	Not too likely	68	20%
	Not likely at all	98	28%
	Don't know / No opinion	124	36%
HR16_6	<i>And, how likely are you to see the following movies in theaters? Tyrel (N=341)</i>		
	Very likely	26	8%
	Somewhat likely	26	8%
	Not too likely	80	23%
	Not likely at all	98	29%
	Don't know / No opinion	112	33%
HR16_7	<i>And, how likely are you to see the following movies in theaters? Capernaum (N=374)</i>		
	Very likely	19	5%
	Somewhat likely	44	12%
	Not too likely	79	21%
	Not likely at all	117	31%
	Don't know / No opinion	114	30%

Question	Response	Frequency	Percentage
HR16_8	<i>And, how likely are you to see the following movies in theaters? If Beale Street Could Talk (N=363)</i>		
	Very likely	36	10%
	Somewhat likely	36	10%
	Not too likely	83	23%
	Not likely at all	109	30%
	Don't know / No opinion	98	27%
HR16_9	<i>And, how likely are you to see the following movies in theaters? Cold War (N=413)</i>		
	Very likely	45	11%
	Somewhat likely	65	16%
	Not too likely	78	19%
	Not likely at all	119	29%
	Don't know / No opinion	105	26%
HR16_10	<i>And, how likely are you to see the following movies in theaters? Stan &amp; Ollie (N=427)</i>		
	Very likely	41	10%
	Somewhat likely	62	14%
	Not too likely	102	24%
	Not likely at all	118	28%
	Don't know / No opinion	104	24%
HR16_11	<i>And, how likely are you to see the following movies in theaters? Destroyer (N=371)</i>		
	Very likely	28	7%
	Somewhat likely	62	17%
	Not too likely	68	18%
	Not likely at all	107	29%
	Don't know / No opinion	107	29%
HR16_12	<i>And, how likely are you to see the following movies in theaters? Aquaman (N=690)</i>		
	Very likely	163	24%
	Somewhat likely	147	21%
	Not too likely	126	18%
	Not likely at all	175	25%
	Don't know / No opinion	79	11%
HR16_13	<i>And, how likely are you to see the following movies in theaters? Spider-man: Into the Spider-Verse (N=606)</i>		
	Very likely	102	17%
	Somewhat likely	130	21%
	Not too likely	122	20%
	Not likely at all	167	28%
	Don't know / No opinion	85	14%

Question	Response	Frequency	Percentage
HR16_14 <i>And, how likely are you to see the following movies in theaters? Mortal Engines (N=374)</i>	Very likely	35	9%
	Somewhat likely	55	15%
	Not too likely	62	17%
	Not likely at all	113	30%
	Don't know / No opinion	109	29%
	<hr/>		
HR16_15 <i>And, how likely are you to see the following movies in theaters? Mary Poppins Returns (N=678)</i>	Very likely	114	17%
	Somewhat likely	153	23%
	Not too likely	149	22%
	Not likely at all	180	27%
	Don't know / No opinion	82	12%
	<hr/>		
HR16_16 <i>And, how likely are you to see the following movies in theaters? Holmes and Watson (N=491)</i>	Very likely	64	13%
	Somewhat likely	90	18%
	Not too likely	107	22%
	Not likely at all	123	25%
	Don't know / No opinion	107	22%
	<hr/>		
HR16_17 <i>And, how likely are you to see the following movies in theaters? Creed II (N=702)</i>	Very likely	134	19%
	Somewhat likely	158	22%
	Not too likely	119	17%
	Not likely at all	196	28%
	Don't know / No opinion	95	14%
	<hr/>		
HR16_18 <i>And, how likely are you to see the following movies in theaters? Ralph Breaks the Internet: Wreck-It Ralph 2 (N=707)</i>	Very likely	141	20%
	Somewhat likely	145	20%
	Not too likely	138	19%
	Not likely at all	186	26%
	Don't know / No opinion	97	14%

Question	Response	Frequency	Percentage
HR16_19 <i>And, how likely are you to see the following movies in theaters? The Front Runner (N=429)</i>	Very likely	42	10%
	Somewhat likely	69	16%
	Not too likely	82	19%
	Not likely at all	127	30%
	Don't know / No opinion	110	26%
HR16_20 <i>And, how likely are you to see the following movies in theaters? Robin Hood (N=717)</i>	Very likely	124	17%
	Somewhat likely	193	27%
	Not too likely	152	21%
	Not likely at all	166	23%
	Don't know / No opinion	82	11%
HR16_21 <i>And, how likely are you to see the following movies in theaters? Everybody Knows (N=395)</i>	Very likely	27	7%
	Somewhat likely	59	15%
	Not too likely	79	20%
	Not likely at all	115	29%
	Don't know / No opinion	115	29%
HR16_22 <i>And, how likely are you to see the following movies in theaters? Green Book (N=459)</i>	Very likely	51	11%
	Somewhat likely	70	15%
	Not too likely	102	22%
	Not likely at all	124	27%
	Don't know / No opinion	113	25%
HR16_23 <i>And, how likely are you to see the following movies in theaters? The Possession of Hannah Grace (N=481)</i>	Very likely	49	10%
	Somewhat likely	82	17%
	Not too likely	92	19%
	Not likely at all	149	31%
	Don't know / No opinion	108	23%
HR16_24 <i>And, how likely are you to see the following movies in theaters? Schindler's List (Re-release) (N=496)</i>	Very likely	77	16%
	Somewhat likely	99	20%
	Not too likely	105	21%
	Not likely at all	131	26%
	Don't know / No opinion	83	17%

Question	Response	Frequency	Percentage
HR16_25	<i>And, how likely are you to see the following movies in theaters? Once Upon a Deadpool (N=506)</i>		
	Very likely	92	18%
	Somewhat likely	83	16%
	Not too likely	79	16%
	Not likely at all	145	29%
	Don't know / No opinion	106	21%
HR16_26	<i>And, how likely are you to see the following movies in theaters? The Mule (N=408)</i>		
	Very likely	40	10%
	Somewhat likely	60	15%
	Not too likely	78	19%
	Not likely at all	107	26%
	Don't know / No opinion	123	30%
HR16_27	<i>And, how likely are you to see the following movies in theaters? Second Act (N=402)</i>		
	Very likely	35	9%
	Somewhat likely	43	11%
	Not too likely	77	19%
	Not likely at all	136	34%
	Don't know / No opinion	112	28%
HR16_28	<i>And, how likely are you to see the following movies in theaters? Welcome to Marwen (N=366)</i>		
	Very likely	34	9%
	Somewhat likely	40	11%
	Not too likely	67	18%
	Not likely at all	110	30%
	Don't know / No opinion	115	31%
HR16_29	<i>And, how likely are you to see the following movies in theaters? On the Basis of Sex (N=371)</i>		
	Very likely	31	8%
	Somewhat likely	52	14%
	Not too likely	70	19%
	Not likely at all	112	30%
	Don't know / No opinion	106	28%
HR16_30	<i>And, how likely are you to see the following movies in theaters? Vice (N=423)</i>		
	Very likely	33	8%
	Somewhat likely	51	12%
	Not too likely	91	22%
	Not likely at all	127	30%
	Don't know / No opinion	121	29%

Question	Response	Frequency	Percentage
HR16_31	<i>And, how likely are you to see the following movies in theaters? Mary Queen of Scots (N=493)</i>		
	Very likely	43	9%
	Somewhat likely	118	24%
	Not too likely	93	19%
	Not likely at all	142	29%
	Don't know / No opinion	98	20%
HR16_32	<i>And, how likely are you to see the following movies in theaters? Anna and the Apocalypse (N=369)</i>		
	Very likely	42	11%
	Somewhat likely	50	13%
	Not too likely	87	23%
	Not likely at all	103	28%
	Don't know / No opinion	88	24%
HR16_33	<i>And, how likely are you to see the following movies in theaters? Vox Lux (N=379)</i>		
	Very likely	27	7%
	Somewhat likely	46	12%
	Not too likely	75	20%
	Not likely at all	114	30%
	Don't know / No opinion	116	31%
HR16_34	<i>And, how likely are you to see the following movies in theaters? Mowgli: Legend of the Jungle (N=545)</i>		
	Very likely	69	13%
	Somewhat likely	118	22%
	Not too likely	106	19%
	Not likely at all	143	26%
	Don't know / No opinion	109	20%
HR16_35	<i>And, how likely are you to see the following movies in theaters? Springsteen on Broadway (N=461)</i>		
	Very likely	42	9%
	Somewhat likely	69	15%
	Not too likely	93	20%
	Not likely at all	139	30%
	Don't know / No opinion	118	26%
HR16_36	<i>And, how likely are you to see the following movies in theaters? Bird Box (N=354)</i>		
	Very likely	23	7%
	Somewhat likely	39	11%
	Not too likely	61	17%
	Not likely at all	105	30%
	Don't know / No opinion	125	35%

Question	Response	Frequency	Percentage
HR16_37	<i>And, how likely are you to see the following movies in theaters? The Holiday Calendar (N=384)</i>		
	Very likely	37	10%
	Somewhat likely	75	19%
	Not too likely	82	21%
	Not likely at all	89	23%
	Don't know / No opinion	101	26%
HR16_38	<i>And, how likely are you to see the following movies in theaters? They'll Love Me When I'm Dead (N=382)</i>		
	Very likely	37	10%
	Somewhat likely	49	13%
	Not too likely	81	21%
	Not likely at all	108	28%
	Don't know / No opinion	106	28%
HR16_39	<i>And, how likely are you to see the following movies in theaters? The Princess Switch (N=404)</i>		
	Very likely	42	10%
	Somewhat likely	46	11%
	Not too likely	79	19%
	Not likely at all	133	33%
	Don't know / No opinion	105	26%
HR16_40	<i>And, how likely are you to see the following movies in theaters? Girl (N=342)</i>		
	Very likely	24	7%
	Somewhat likely	27	8%
	Not too likely	72	21%
	Not likely at all	111	33%
	Don't know / No opinion	108	32%
HR16_41	<i>And, how likely are you to see the following movies in theaters? The Christmas Chronicles (N=429)</i>		
	Very likely	46	11%
	Somewhat likely	91	21%
	Not too likely	74	17%
	Not likely at all	116	27%
	Don't know / No opinion	101	24%



Question	Response	Frequency	Percentage
HR16_42	<i>And, how likely are you to see the following movies in theaters? A Christmas Prince: The Royal Wedding (N=452)</i>		
	Very likely	56	12%
	Somewhat likely	69	15%
	Not too likely	98	22%
	Not likely at all	138	30%
	Don't know / No opinion	91	20%
HR16_43	<i>And, how likely are you to see the following movies in theaters? Happy as Lazzaro (N=348)</i>		
	Very likely	31	9%
	Somewhat likely	35	10%
	Not too likely	81	23%
	Not likely at all	92	26%
	Don't know / No opinion	109	31%
HR16_44	<i>And, how likely are you to see the following movies in theaters? Head Full of Honey (N=373)</i>		
	Very likely	27	7%
	Somewhat likely	43	11%
	Not too likely	81	22%
	Not likely at all	99	27%
	Don't know / No opinion	122	33%
HR17	<i>Would you consider the movie Die Hard, starring Bruce Willis, a Christmas movie?</i>		
	Yes	559	25%
	No	1365	62%
	Don't know / No opinion	276	13%
HR18	<i>Do you prefer to watch a movie for the first time at a theater or via a streaming service?</i>		
	Strongly prefer theater	616	28%
	Somewhat prefer theater	554	25%
	Somewhat prefer streaming	320	15%
	Strongly prefer streaming	336	15%
	Don't know / No opinion	373	17%
HR19	<i>If an original movie produced by a streaming service premiered in theaters before it was available to stream, how likely would you be to see it in theaters?</i>		
	Very likely	372	17%
	Somewhat likely	713	32%
	Not too likely	441	20%
	Not likely at all	388	18%
	Don't know / No opinion	286	13%

Question	Response	Frequency	Percentage
HRdem1_1	<i>How often do you watch or stream the following? TV shows</i>		
	Every day	1105	50%
	Several times per week	503	23%
	About once per week	142	6%
	Several times per month	119	5%
	About once per month	55	2%
	Less often than once per month	83	4%
	Never	193	9%
HRdem1_4	<i>How often do you watch or stream the following? Movies</i>		
	Every day	459	21%
	Several times per week	570	26%
	About once per week	337	15%
	Several times per month	219	10%
	About once per month	228	10%
	Less often than once per month	194	9%
	Never	193	9%
HRdem1_5	<i>How often do you watch or stream the following? Sporting events</i>		
	Every day	194	9%
	Several times per week	342	16%
	About once per week	363	16%
	Several times per month	130	6%
	About once per month	152	7%
	Less often than once per month	309	14%
	Never	710	32%
HRdem2_1	<i>Do you, or anyone in your household, subscribe to the following? Cable television</i>		
	I (or someone in my household) currently subscribe	927	42%
	I (or someone in my household) subscribed in the past, but not now	822	37%
	I (or someone in my household) have never subscribed	451	20%
HRdem2_4	<i>Do you, or anyone in your household, subscribe to the following? Satellite television</i>		
	I (or someone in my household) currently subscribe	520	24%
	I (or someone in my household) subscribed in the past, but not now	682	31%
	I (or someone in my household) have never subscribed	998	45%
HRdem2_5	<i>Do you, or anyone in your household, subscribe to the following? Streaming service(s)</i>		
	I (or someone in my household) currently subscribe	1203	55%
	I (or someone in my household) subscribed in the past, but not now	286	13%
	I (or someone in my household) have never subscribed	712	32%

*Note:* Group proportions may total to larger than one-hundred percent due to rounding. All statistics are calculated for registered voters with demographic post-stratification weights applied.

## Respondent Demographics Summary

### Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xdemAll	Adults	2200	100%
xdemGender	Gender: Male	1062	48%
	Gender: Female	1138	52%
	N	2200	
age5	Age: 18-29	483	22%
	Age: 30-44	530	24%
	Age: 45-54	389	18%
	Age: 55-64	362	16%
	Age: 65+	436	20%
	N	2200	
demAgeGeneration	Generation Z: 18-21	173	8%
	Millennial: Age 22-37	608	28%
	Generation X: Age 38-53	589	27%
	Boomers: Age 54-72	729	33%
	N	2099	
xpid3	PID: Dem (no lean)	748	34%
	PID: Ind (no lean)	560	25%
	PID: Rep (no lean)	891	41%
	N	2200	
xpidGender	PID/Gender: Dem Men	322	15%
	PID/Gender: Dem Women	426	19%
	PID/Gender: Ind Men	294	13%
	PID/Gender: Ind Women	266	12%
	PID/Gender: Rep Men	445	20%
	PID/Gender: Rep Women	446	20%
	N	2200	
xdemIdeo3	Ideo: Liberal (1-3)	718	33%
	Ideo: Moderate (4)	462	21%
	Ideo: Conservative (5-7)	694	32%
	N	1874	
xeduc3	Educ: College	1512	69%
	Educ: Bachelors degree	444	20%
	Educ: Post-grad	244	11%
	N	2200	

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**Summary Statistics of Survey Respondent Demographics**

Demographic	Group	Frequency	Percentage
xdemInc3	Income: Under 50k	1389	63%
	Income: 50k-100k	546	25%
	Income: 100k+	265	12%
	N	2200	
xdemWhite	Ethnicity: White	1722	78%
xdemHispBin	Ethnicity: Hispanic	349	16%
demBlackBin	Ethnicity: Afr. Am.	274	12%
demRaceOther	Ethnicity: Other	204	9%
xrelNet	Relig: Protestant	447	20%
	Relig: Roman Catholic	373	17%
	Relig: Something Else	207	9%
	N	1027	
xreligion1	Relig: Jewish	44	2%
xreligion2	Relig: Evangelical	708	32%
	Relig: Non-Evang. Catholics	319	14%
	N	1027	
xreligion3	Relig: All Christian	1027	47%
	Relig: All Non-Christian	302	14%
	N	1329	
xdemUsr	Community: Urban	540	25%
	Community: Suburban	1008	46%
	Community: Rural	652	30%
	N	2200	
xdemEmploy	Employ: Private Sector	613	28%
	Employ: Government	151	7%
	Employ: Self-Employed	210	10%
	Employ: Homemaker	152	7%
	Employ: Student	102	5%
	Employ: Retired	494	22%
	Employ: Unemployed	207	9%
	Employ: Other	270	12%
	N	2200	
xdemMilHH1	Military HH: Yes	405	18%
	Military HH: No	1795	82%
	N	2200	

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**Summary Statistics of Survey Respondent Demographics**

Demographic	Group	Frequency	Percentage
xnr1	RD/WT: Right Direction	924	42%
	RD/WT: Wrong Track	1276	58%
	N	2200	
Trump_Approve	Trump Job Approve	947	43%
	Trump Job Disapprove	1129	51%
	N	2076	
Trump_Approve2	Trump Job Strongly Approve	491	22%
	Trump Job Somewhat Approve	456	21%
	Trump Job Somewhat Disapprove	303	14%
	Trump Job Strongly Disapprove	826	38%
	N	2076	
xnr3	#1 Issue: Economy	611	28%
	#1 Issue: Security	403	18%
	#1 Issue: Health Care	401	18%
	#1 Issue: Medicare / Social Security	325	15%
	#1 Issue: Women's Issues	122	6%
	#1 Issue: Education	139	6%
	#1 Issue: Energy	90	4%
	#1 Issue: Other	109	5%
	N	2200	
xsubVote16O	2016 Vote: Hillary Clinton	673	31%
	2016 Vote: Donald Trump	727	33%
	2016 Vote: Someone else	198	9%
	2016 Vote: Didnt Vote	591	27%
	N	2189	
xsubVote14O	Voted in 2014: Yes	1382	63%
	Voted in 2014: No	818	37%
	N	2200	
xsubVote12O	2012 Vote: Barack Obama	885	40%
	2012 Vote: Mitt Romney	512	23%
	2012 Vote: Other	94	4%
	2012 Vote: Didn't Vote	707	32%
	N	2198	
xreg4	4-Region: Northeast	394	18%
	4-Region: Midwest	462	21%
	4-Region: South	824	37%
	4-Region: West	520	24%
	N	2200	

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**Summary Statistics of Survey Respondent Demographics**

Demographic	Group	Frequency	Percentage
Trump_Fav	Favorable of Trump	956	43%
	Unfavorable of Trump	1110	50%
	N	2066	
Trump_Fav_FULL	Very Favorable of Trump	547	25%
	Somewhat Favorable of Trump	409	19%
	Somewhat Unfavorable of Trump	237	11%
	Very Unfavorable of Trump	873	40%
	N	2066	
dem1	Frequent TV Watchers	1608	73%
dem2	Frequent Movie Watchers	1029	47%

*Note:* Group proportions may total to larger than one-hundred percent due to rounding. All statistics are calculated with demographic post-stratification weights applied.



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